Media, The New Creative

# Data? Yes! Which ones though?

Xenia Kourtoglou, MSc.
Founder, Focus Bari

September 22, 2022



FocusBari | YouGov®

# Background

## The Survey : a daily brand and competitor “brand health” tracker

**Launched in September 2020**

**National Representative online sample 18-64, n=140 per sector per week:**

**160+ brands**

Regularly updated and growing

**6 sectors**

Covering major industries

**Daily data**

Refreshed weekly, always relevant

**Exclusive Online Panel of 35,2 K continuously growing.  50% response rate, the highest in the industry**

FocusBari | YouGov

# Background

**16 KPI's comprising "brand health"**

## Media & comms

**What are people hearing and saying about a brand?**

## Purchase funnel

**What brands are people planning to use or using currently?**

## Brand perception

**What do people think and feel about a brand?**

Aided Brand Awareness •
Advertising Awareness •
Buzz • Attention •
Word of Mouth Exposure •

Purchase Intent •
Consideration •
Current Customer •
Former Customer •

General Impression •
Quality • Value •
Customer Satisfaction •
Recommendation •
Corporate Reputation •
Index •

FocusBari | YouGov

From a wealth of endless data, we chose two cases in the food retail sector

# Case I

## Advertising Effectiveness

# Case II

## Crisis Management

FocusBari | YouGov

# Case I

**How can research data help us in fine tuning our advertising strategies and tactics, while maximizing budget effectiveness?**

**Brand X**

**Brand Y**

FocusBari | YouGov

# Why those two brands?

**Brand X**

**Brand Y**

**Similar Ad Pressure in GRP's (2021-2022)**

**Comparable in terms of overall market presence**

FocusBari | YouGov

# Advertising KPIs

Target Group Adults 18-64.  Periods March and June 2022

**Brand Y**

| | March | | | | | June | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly GRPs | 785,20 | 700,58 | 643,90 | 735,81 | 693,77 | 1.008,83 | 788,25 | 735,97 | 641,41 | 686,25 |
| Weekly REACH | 71,09% | 74,28% | 72,19% | 64,80% | 51,29% | 67,07% | 69,72% | 69,48% | 64,58% | 60,89% |
| Weekly R3 | 56,25% | 60,29% | 57,96% | 60,25% | 47,52% | 54,08% | 57,40% | 55,12% | 51,38% | 47,65% |
| Av. TVRs | 2,0% | 2,1% | 2,2% | 2,1% | 2,1% | 1,87% | 2,34% | 2,12% | 2,04% | 1,96% |
| No of weekly Spots | 383 | 516 | 421 | 365 | 140 | 444 | 366 | 379 | 351 | 266 |
| No of weekly Videos | 4 | 3 | 5 | 4 | 5 | 5 | 7 | 6 | 6 | 7 |

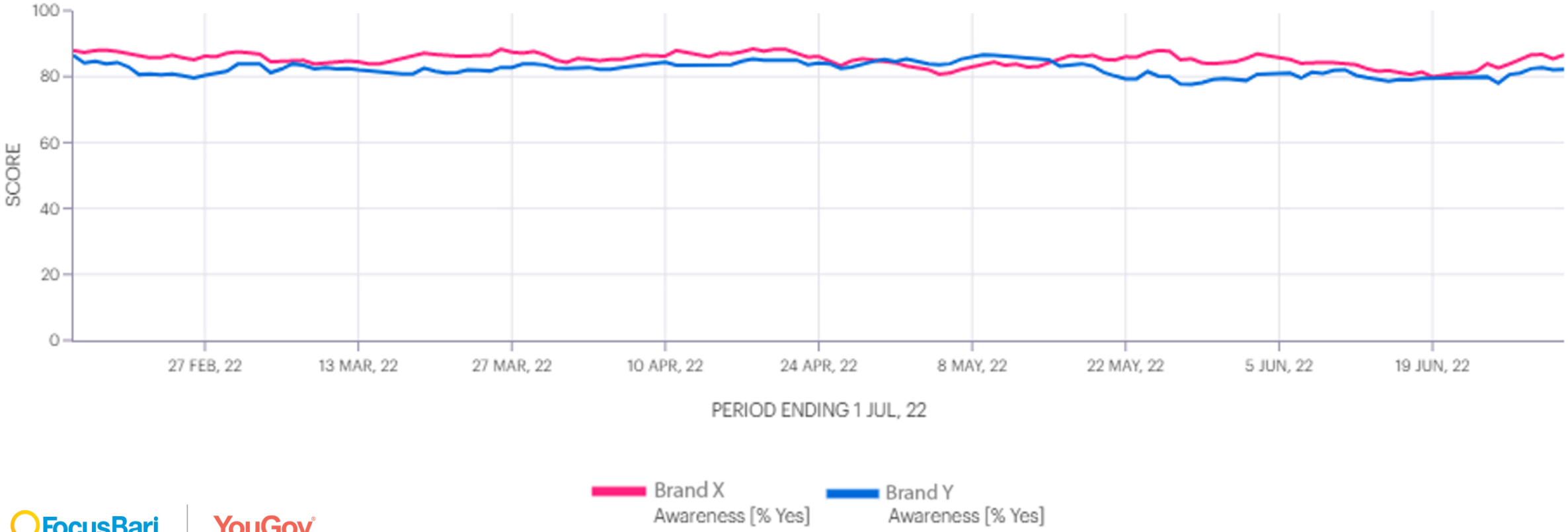
**Brand X**

| | March | | | | | June | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly GRPs | 615,43 | 580,77 | 485,99 | 618,43 | 689,67 | 451,15 | 524,76 | 540,92 | 385,39 | 281,10 |
| Weekly REACH | 74,78% | 73,21% | 68,89% | 62,36% | 35,31% | 61,72% | 63,20% | 66,87% | 61,77% | 44,91% |
| Weekly R3 | 53,72% | 56,82% | 54,38% | 59,39% | 45,51% | 40,78% | 46,04% | 48,95% | 42,78% | 19,69% |
| Av. TVRs | 2,03% | 1,86% | 2,01% | 1,66% | 1,33% | 1,40% | 1,32% | 1,65% | 1,63% | 1,44% |
| No of weekly Spots | 398 | 463 | 356 | 199 | 65 | 289 | 433 | 356 | 266 | 118 |
| No of weekly Videos | 10 | 10 | 13 | 11 | 12 | 9 | 11 | 11 | 10 | 9 |

# Brand Awareness: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

***Which of these supermarkets do you know, have you heard of?***

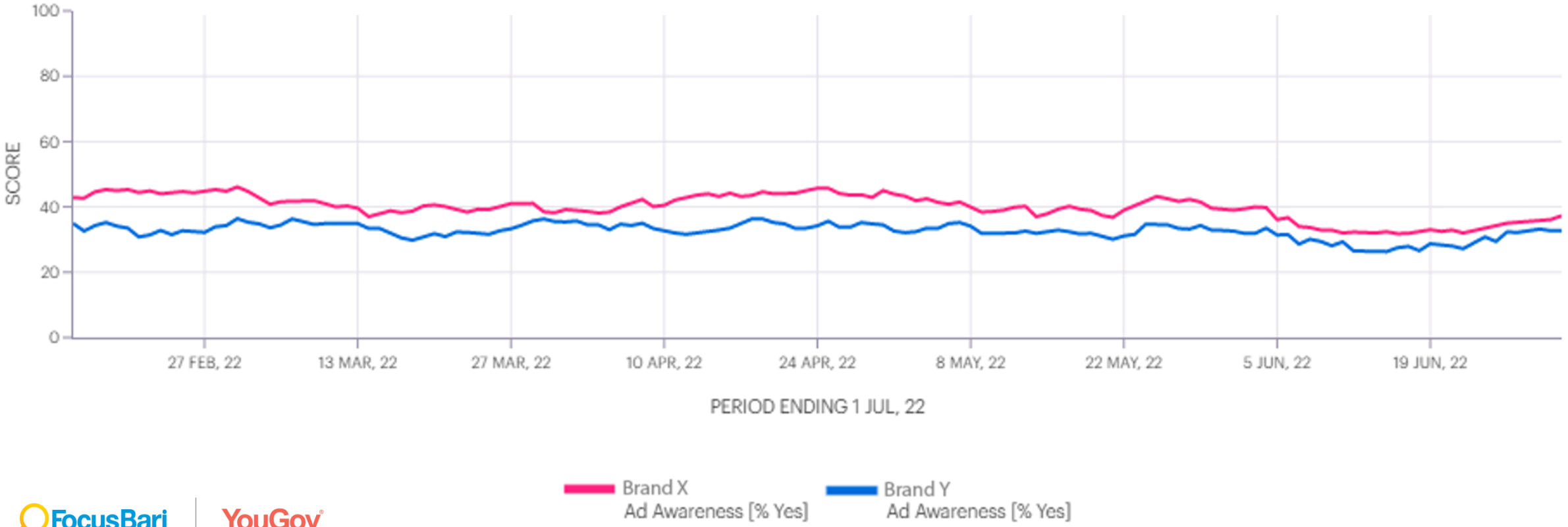



FocusBari | YouGov

# Ad Awareness: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

***For which of these supermarkets have you seen/heard an ad in the past two weeks?***

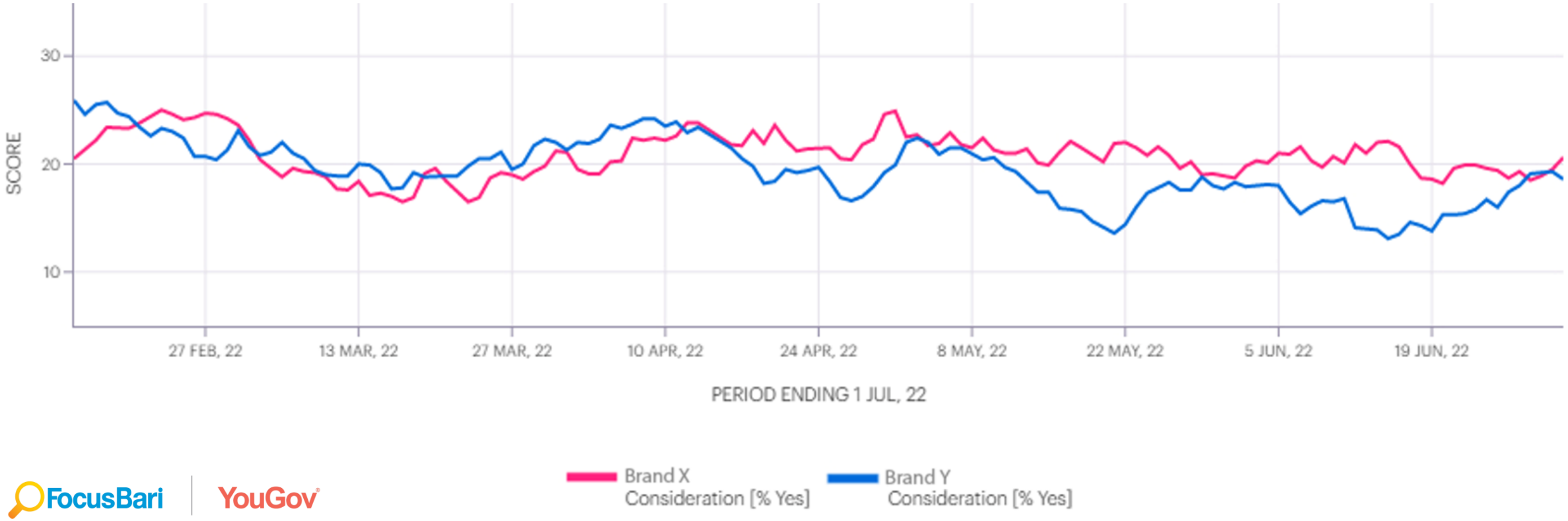



FocusBari | YouGov

# Brand Consideration: total

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

***When you are in the market for such purchases, from which of these would you consider purchasing?***

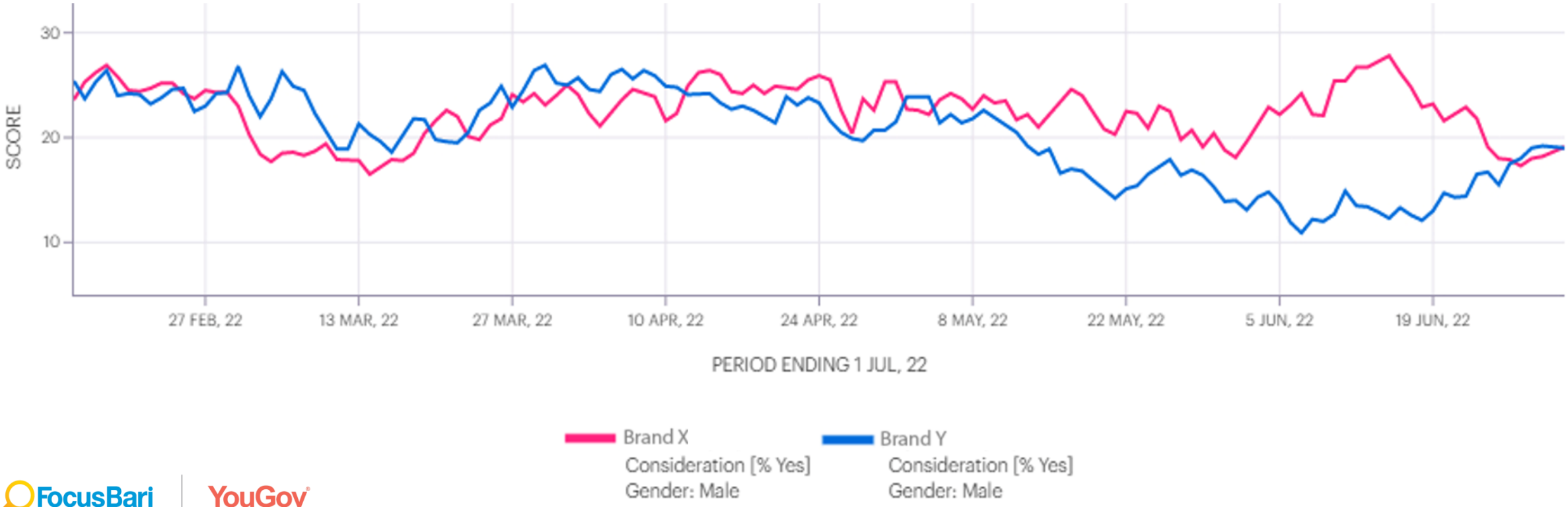



FocusBari | YouGov

# Brand Consideration: Men

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

***When you are in the market for such purchases, from which of these would you consider purchasing?***

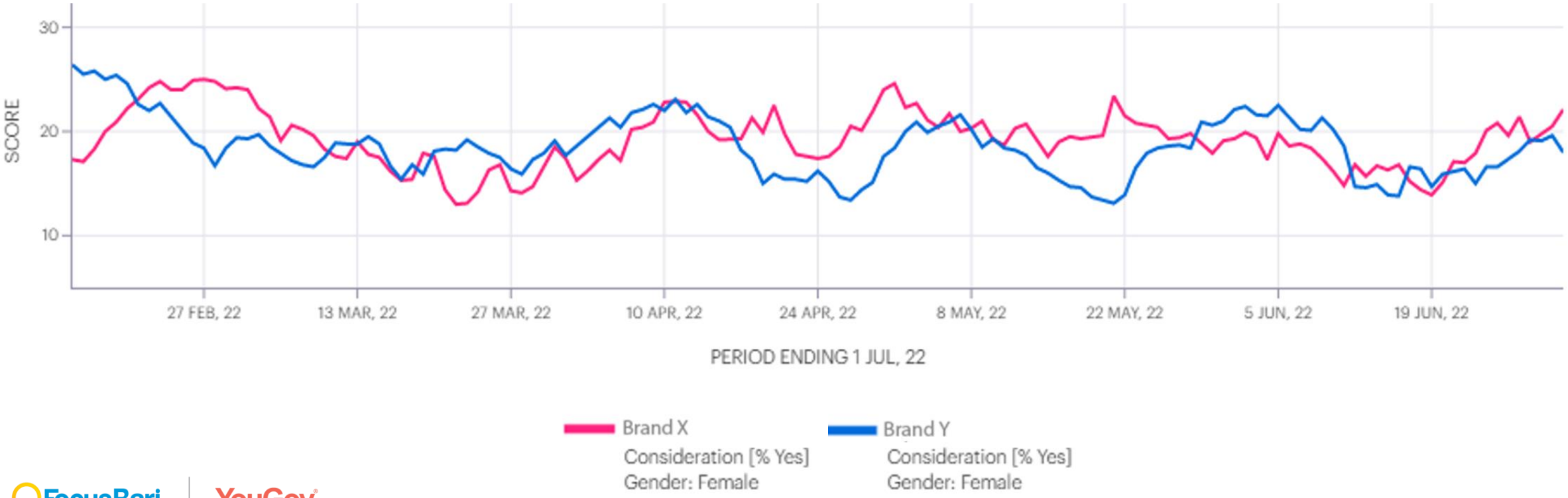



FocusBari | YouGov

# Brand Consideration: Women

2 weeks rolling data (15/2 – 1/7/2022) ages 18-64 Total Greece

***When you are in the market for such purchases, from which of these would you consider purchasing?***




FocusBari | YouGov

# Questions to consider

## Qu.1

**How would you feel if you had these data at hand?**

## Qu.2

**What would you do differently if you had these data at hand?**

FocusBari | YouGov

# Case II

**How can research data help monitoring the impact of a crisis event and guideline actions via identifying the target groups which were most impacted?**

(Anonymous case : a negative event can happen to anyone)

# Buzz net (%positive - % negative)

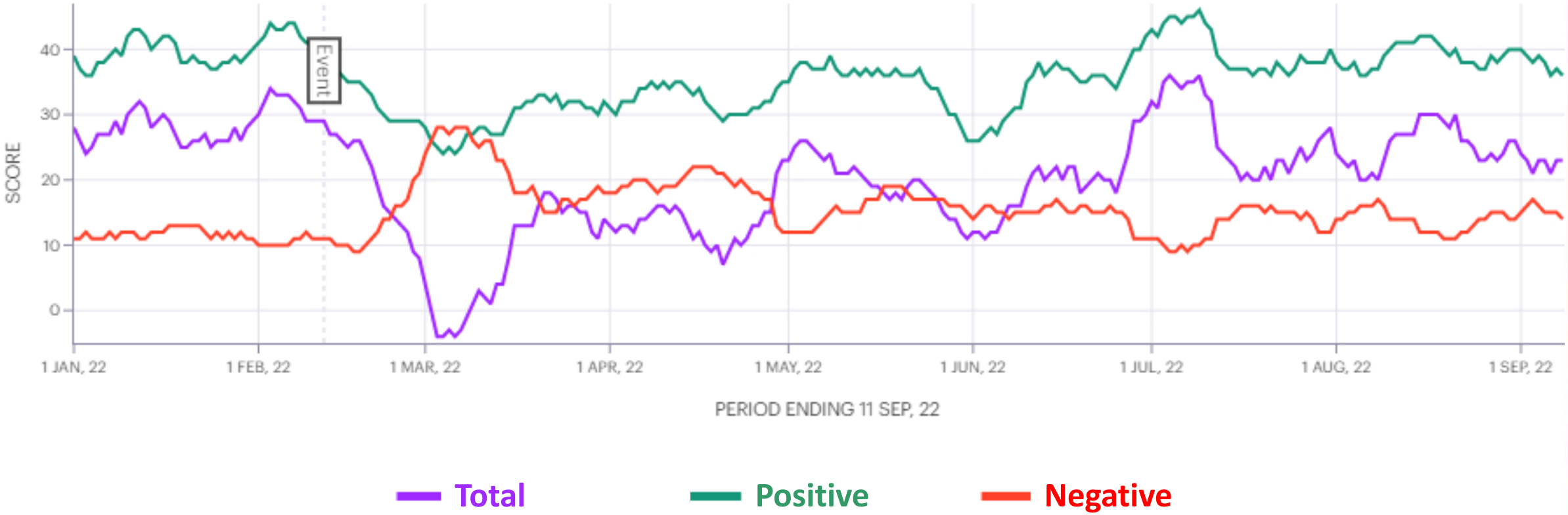
2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

***In the past two weeks, for which of these supermarkets have you heard something positive? And for which of these have you heard something negative during the last two weeks?***

FocusBari | YouGov

# Buzz net Analysis : Positive - Negative

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece




Total Positive Negative

FocusBari | YouGov

# Buzz net Analysis by Gender

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

FocusBari | YouGov

# Buzz net : Analysis by Area

2 weeks rolling data (2/1 – 8/9/2022) ages 18-64 Total Greece

# Buzz net : Analysis by Age

2 weeks rolling data (2/1 – 11/9/2022) ages 18-64 Total Greece

# Questions to consider

## Qu.1

**How would you feel if you had these data at hand?**

## Qu.2

**What would you do differently if you had these data at hand?**

FocusBari | YouGov

# Data? Yes, of course!

- ✓ Continuous : Speed & Complexity
- ✓ Real Time : Alertness 24/7
- ✓ Granular : Acute Targeting

Media, The New Creative

# Thank you

FocusBari | YouGov

Xenia Kourtoglou, MSc.
Founder, Focus Bari

September 22, 2022